

IN THE CLAIMS

Please amend the following claims which are pending:

1. (Currently Amended) A method comprising:
 - determining a banner advertisement to be displayed on a World Wide Web page, wherein said World Wide Web page includes content other than the banner advertisement;
 - determining a message to be displayed on said World Wide Web page, wherein said message is thematically related to said banner advertisement ~~and directs a user's attention to the banner advertisement;~~
 - determining targeting criteria associated with said message;
 - receiving a request to serve said World Wide Web page from ~~the a~~ user;
 - receiving personal information about the user;
 - serving said World Wide Web page for display to the user;
 - serving said banner advertisement for display to said user on a portion of said World Wide Web page;
 - tailoring said message based, at least in part, on said targeting criteria and said personal information to include a portion of said personal information and ~~direct the user's attention to the banner advertisement;~~ and
 - serving said tailored message for display to said user on said World Wide Web page separate from said banner advertisement, wherein the tailored message, at least a portion of the content other than the banner advertisement included in said World Wide Web page, and the banner advertisement are simultaneously displayed to the user.
- 2 - 7. (Cancelled)
8. (Previously Presented) The method of claim 1, further comprising:
 - determining personal information prior to said serving of said tailored message.

9 - 10. (Cancelled)

11. (Original) The method of claim 1, further comprising:
setting a first time period.

12. (Previously Presented) The method of claim 11, wherein said serving of said tailored message occurs in at least said first time period after said serving of said World Wide Web page.

13. (Previously Presented) The method of claim 11, wherein said serving of said tailored message occurs in at least said first time period after said serving of said banner advertisement.

14 - 15. (Cancelled)

16. (Previously Presented) The method of claim 1, wherein said serving of said tailored message includes causing said tailored message to be displayed on said World Wide Web page for a fixed period of time.

17. (Previously Presented) The method of claim 1, further comprising:
causing said tailored message to no longer be displayed on said World Wide Web page; and
serving a second message such that the second message, the portion of the content other than the banner advertisement included in said World Wide Web page and the banner advertisement are simultaneously displayed to the user.

18. (Previously Presented) The method of claim 1, further comprising:
determining if said targeting criteria has been met prior to said serving of said tailored message.

19. (Previously Presented) The method of claim 1, further comprising:
determining if said targeting criteria has been met prior to said serving of said
banner advertisement.
20. (Cancelled)
21. (Original) The method of claim 1, further comprising:
determining external information.
22. (Previously Presented) The method of claim 21, wherein said tailoring of said
message is based, at least in part, on said external information.
23. (Cancelled)
24. (Previously Presented) The method of claim 1, wherein said World Wide Web
page is arranged such that said banner advertisement is displayed proximal to said
tailored message.
25. (Cancelled)
26. (Original) The method of claim 1, further comprising:
changing a display attribute of at least a portion of said tailored message.
- 27 - 30. (Cancelled)
31. (Currently Amended) A method comprising:
determining a banner advertisement to be displayed on a World Wide Web
page, wherein said World Wide Web page includes content other than the banner
advertisement;

determining a plurality of messages associated with said banner advertisement wherein each of said plurality of messages is thematically related to said banner advertisement ~~and directs a user's attention to the banner advertisement;~~

determining targeting criteria associated with said plurality of messages;
determining personal information;
receiving a request to serve said World Wide Web page;
serving said World Wide Web page for display to the user;
serving said banner advertisement for display to said user on a portion of said World Wide Web page;

selecting at least one of said plurality of messages based, at least in part, on said personal information and said targeting criteria; and

tailoring the at least one selected message to include a portion of said personal information and direct the user's attention to the banner advertisement;
and

serving said at least one of said plurality of messages for display to said user on said World Wide Web page separate from said banner advertisement, wherein the at least one of said plurality of messages, at least a portion of the content other than the banner advertisement included in said World Wide Web page and the banner advertisement are simultaneously displayed to the user.

32. (Cancelled)

33. (Original) The method of claim 31, further comprising:

tailoring said at least one of said plurality of messages based, at least in part, on said personal information prior to serving said at least one of said plurality of messages.

34. (Cancelled)

35. (Original) The method of claim 31, further comprising:

tailoring said at least one of said plurality of messages prior to serving said at least one of said plurality of messages.

36. (Cancelled)

37. (Previously Presented) The method of claim 31, wherein said World Wide Web page is designed such that said banner advertisement is displayed proximal to said at least one of said plurality of messages.

38 - 71. (Cancelled)

72. (Currently Amended) A system comprising:

- a memory;
- a communication port; and
- a processor connected to said memory and said communication port, said processor being operative to:

- determine a banner advertisement to be displayed on a World Wide Web page, wherein said World Wide Web page includes content other than the banner advertisement;

- determine a message to be displayed on said World Wide Web page, wherein said message is thematically related to said banner advertisement ~~and directs a user's attention to the banner advertisement;~~

- determine targeting criteria;

- receive a request to serve said World Wide Web page from a-the user;

- serve said World Wide Web page for display to the user;

- serve said banner advertisement for display to said user on a portion of said World Wide Web;

- determine personal information about the user;

tailor said message based, at least in part, on said personal information and said targeting criteria to include a portion of said personal information and direct the user's attention to the banner advertisement;

and

serve said tailored message for display to said user on said World Wide Web page separate from said banner advertisement, wherein the tailored message, at least a portion of the content other than the banner advertisement included in said World Wide Web page and the banner advertisement are simultaneously displayed to the user.

73. (Cancelled)

74. (Currently Amended) An apparatus comprising:

means for establishing a banner advertisement to be displayed on a World Wide Web page wherein said World Wide Web page includes content other than the banner advertisement;

means for establishing a message to be displayed on said World Wide Web page, wherein said message is thematically related to said banner advertisement ~~and directs a user's attention to the banner advertisement;~~

means for determining targeting criteria associated with said message;

means for obtaining a request to serve said World Wide Web page from a the user;

means for transmitting said World Wide Web page for display to said user;

means for transmitting said banner advertisement for display to said user on said World Wide Web page;

means for retrieving personal information about the user;

means for tailoring said message based, at least in part, on said personal information and said targeting criteria to include a portion of said personal information and direct the user's attention to the banner advertisement;

means for transmitting said tailored message for display to said user on said World Wide Web page separate from said banner advertisement on said World Wide Web page, wherein the tailored message, at least a portion of the content other than the banner advertisement included in said World Wide Web page and the banner advertisement are simultaneously displayed to the user.

75 - 82. (Cancelled)